

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 for use by an ad server system including at least one  
3 computer on a network, in an environment including a client  
4 device and the ad server system, the computer-implemented  
5 method comprising:  
6 a) accepting, by the ad server system, document  
7 relevance information including at least one concept  
8 extracted, by the client device, from content of a  
9 document requested by the client device, wherein the  
10 document relevance information is generated and sent  
11 to the ad server system by at least one of (A) a  
12 browser application on the client device, (B) a  
13 browser plug-in on the client device, and (C) a  
14 browser toolbar on the client device, wherein the  
15 document relevance information is automatically  
16 extracted by the client device from the document  
17 requested;  
18 b) determining, by the ad server system, at least one  
19 ad relevant to content of the document using at least  
20 the accepted information to find matching serving  
21 constraints stored in association with ads; and  
22 c) sending, by the ad server system, the at least one  
23 ad determined to the client device.

1 Claim 2 (previously presented): The computer-implemented  
2 method of claim 1 wherein the act of determining at least  
3 one ad relevant to the content of the document further uses  
4 at least ad relevance information.

1 Claim 3 (previously presented): The computer-implemented  
2 method of claim 2 wherein the ad relevance information  
3 includes an ad concept.

Claims 4-12 (canceled)

1 Claim 13 (previously presented): A computer-implemented  
2 method for use by a client device, in an environment  
3 including the client device and a content-relevant ad  
4 server system, the computer-implemented method comprising:  
5 a) receiving, by the client device, a requested  
6 document including content;  
7 b) extracting, automatically by the client device,  
8 concepts from the content of the received requested  
9 document;  
10 c) generating, by at least one of (A) a browser  
11 application on the client device, (B) a browser  
12 plug-in on the client device, and (C) a browser  
13 toolbar on the client device, a request for at least  
14 one content-relevant ad, the request including the  
15 concepts extracted by the client device;  
16 d) submitting, by the at least one of (A) a browser  
17 application on the client device, (B) a browser  
18 plug-in on the client device, and (C) a browser  
19 toolbar on the client device, the request for at least  
20 one content-relevant ad to the content-relevant ad  
21 server system;  
22 e) determining, by the content-relevant ad server  
23 system, at least one content-relevant ad using at  
24 least the extracted concepts to find matching serving  
25 constraints stored in association with ads;

26 f) receiving, by the client device, at least one  
27 content-relevant ad, sourced by the content-relevant  
28 ad server system; and  
29 g) rendering, by the at least one of (A) a browser  
30 application on the client device, (B) a browser  
31 plug-in on the client device, and (C) a browser  
32 toolbar on the client device, at least one of the at  
33 least one content-relevant ad received.

Claims 14-17 (canceled)

1 Claim 18 (previously presented): The computer-implemented  
2 method of claim 13 wherein the act of rendering, by the  
3 client device, at least one of the at least one  
4 content-relevant ad received includes rendering the at  
5 least one of the at least one content-relevant ad in  
6 association with the content of the requested document.

1 Claim 19 (previously presented): The computer-implemented  
2 method of claim 13 further comprising:  
3 h) rendering, by the client device, the content of  
4 the document in a first window,  
5 wherein the at least one of the at least one  
6 content-relevant ad received is rendered in a second  
7 window.

1 Claim 20 (previously presented): The computer-implemented  
2 method of claim 19 wherein the second window is rendered  
3 over, and at least partially covers, the first window.

1 Claim 21 (previously presented): The computer-implemented  
2 method of claim 19 wherein the second window is rendered

3 beneath the first window without covering any part of the  
4 first window.

1 Claim 22 (previously presented): The computer-implemented  
2 method of claim 19 wherein the second window is rendered  
3 adjacent to the first window.

Claims 23-28 (canceled)

1 Claim 29 (previously presented): The computer-implemented  
2 method of claim 13 further comprising:  
3 h) rendering, by the client device, content of the  
4 requested document,  
5 wherein the act of rendering content of the requested  
6 document is initiated before the act of submitting a  
7 request submits the request to the content-relevant ad  
8 server.

1 Claim 30 (previously presented): The computer-implemented  
2 method of claim 13 further comprising:  
3 h) rendering, by the client device, content of the  
4 requested document,  
5 wherein the act of rendering content of the requested  
6 document is completed before the act of submitting a  
7 request submits the request to the content-relevant ad  
8 server.

1 Claim 31 (previously presented): The computer-implemented  
2 method of claim 13 further comprising:  
3 h) rendering, by the client device, content of the  
4 requested document,

5 wherein the act of rendering content of the requested  
6 document is initiated before the act of rendering at least  
7 one of the at least one content-relevant ad received is  
8 initiated.

1 Claim 32 (previously presented): The computer-implemented  
2 method of claim 13 further comprising:  
3 h) rendering, by the client device, content of the  
4 requested document,  
5 wherein the act of rendering content of the requested  
6 document is completed before the act of rendering at least  
7 one of the at least one content-relevant ad received is  
8 initiated.

1 Claim 33 (previously presented): The computer-implemented  
2 method of claim 13 wherein the act of submitting a request  
3 for at least one content-relevant ad to the  
4 content-relevant ad server system occurs before a request  
5 for the requested document.

1 Claim 34 (previously presented): The computer-implemented  
2 method of claim 13 wherein the act of submitting a request  
3 for at least one content-relevant ad to the  
4 content-relevant ad server system occurs concurrently with  
5 a request for the requested document.

1 Claim 35 (previously presented): The computer-implemented  
2 method of claim 13 further comprising:  
3 h) rendering, by the client device, the content of  
4 the document in a browser window,

5 wherein the at least one of the at least one  
6 content-relevant ad received is rendered in the browser  
7 window.

1 Claim 36 (previously presented): The computer-implemented  
2 method of claim 13 further comprising:  
3 h) rendering, by the client device, the content of  
4 the document in a first part of a browser window,  
5 wherein the at least one of the at least one  
6 content-relevant ad received is rendered in a second part  
7 of the browser window, wherein the second part of the  
8 browser window shares no space with the first part of the  
9 browser window.

1 Claim 37 (previously presented): The computer-implemented  
2 method of claim 36 wherein the second part of the browser  
3 window is a browser chrome part of the browser window.

1 Claim 38 (previously presented): The computer-implemented  
2 method of claim 36 wherein the second part of the browser  
3 window is a browser toolbar.

1 Claim 39 (previously presented): The computer-implemented  
2 method of claim 36 further comprising:  
3 i) rendering, by the client device browser chrome in  
4 a third part of the browser window.

1 Claim 40 (previously presented): The computer-implemented  
2 method of claim 39 wherein the third part of the browser  
3 window is arranged between the first and second parts of  
4 the browser window.

1 Claim 41 (previously presented): The computer-implemented  
2 method of claim 39 wherein the second part of the browser  
3 window is arranged between the first and third parts of the  
4 browser window.

1 Claim 42 (currently amended): Apparatus, for use in an  
2 environment including a client device and an ad server, the  
3 apparatus comprising:

- 4 a) at least one processor;
- 5 b) an input device; and
- 6 c) at least one storage device storing a computer  
7 executable code which, when executed by the at least  
8 one processor, performs a method of
  - 9 1) accepting, via the input device, document  
10 relevance information including at least one  
11 concept extracted, by the client device, from  
12 content of a document requested by the client  
13 device, wherein the document relevance  
14 information is generated and sent to the ad  
15 server system by at least one of (A) a browser  
16 application on the client device, (B) a browser  
17 plug-in on the client device, and (C) a browser  
18 toolbar on the client device, wherein the  
19 document relevance information is automatically  
20 extracted, by the client device, from the  
21 document requested;
  - 22 2) determining at least one ad relevant to  
23 content of the document using at least the  
24 accepted information to find matching serving  
25 constraints stored in association with ads; and
  - 26 3) sending the at least one ad determined to the  
27 client device.

1 Claim 43 (previously presented): The apparatus of claim 42  
2 wherein the act of determining at least one ad relevant to  
3 the content of the document further uses at least ad  
4 relevance information.

1 Claim 44 (original): The apparatus of claim 43 wherein the  
2 ad relevance information includes an ad concept.

Claims 45-53 (canceled)

1 Claim 54 (previously presented): Apparatus, residing on a  
2 client device, for use by the client device, in an  
3 environment including the client device and a  
4 content-relevant ad server system, the apparatus  
5 comprising:  
6       a) at least one processor;  
7       b) an input device; and  
8       c) at least one storage device storing a computer  
9       executable code which, when executed by the at least  
10      one processor, performs a method of  
11        1) receiving a requested document including  
12        content;  
13        2) extracting, automatically by the client  
14        device, concepts from the content of the received  
15        requested document;  
16        3) generating, by at least one of (A) a browser  
17        application on the client device, (B) a browser  
18        plug-in on the client device, and (C) a browser  
19        toolbar on the client device, a request for at  
20        least one content-relevant ad, the request  
21        including the concepts extracted by the client  
22        device;



23 4) submitting a request for at least one  
24 content-relevant ad to the content-relevant ad  
25 server system, wherein the request includes the  
26 concepts extracted by the client device;  
27 5) determining, by the content-relevant ad server  
28 system, at least one content-relevant ad using at  
29 least the extracted concepts to find matching  
30 serving constraints stored in association with  
31 ads;  
32 6) receiving at least one content-relevant ad,  
33 sourced by the content-relevant ad server system;  
34 and  
35 7) rendering, by the at least one of (A) a  
36 browser application on the client device, (B) a  
37 browser plug-in on the client device, and (C) a  
38 browser toolbar on the client device, at least  
39 one of the at least one content-relevant ad  
40 received.

Claims 55-58 (canceled)

1 Claim 59 (previously presented): The apparatus of claim 54  
2 wherein the act of rendering at least one of the at least  
3 one content-relevant ad received renders the at least one  
4 of the at least one content-relevant ad in association with  
5 the content of the requested document.

1 Claim 60 (previously presented): The apparatus of claim 54  
2 further comprising:  
3 8) rendering the content of the document in a first  
4 window,

5        wherein the at least one of the at least one  
6 content-relevant ad received is rendered in a second  
7 window.

1 Claim 61 (original): The apparatus of claim 60 wherein the  
2 second window is rendered over, and at least partially  
3 covers, the first window.

1 Claim 62 (original): The apparatus of claim 60 wherein the  
2 second window is rendered beneath the first window without  
3 covering any part of the first window.

1 Claim 63 (original): The apparatus of claim 60 wherein the  
2 second window is rendered adjacent to the first window.

Claims 64-69 (canceled)

1 Claim 70 (previously presented): The apparatus of claim 54  
2 further comprising:  
3        8) rendering content of the requested document,  
4        wherein the act of rendering initiates rendering  
5 content of the requested document before the act of  
6 submitting submits the request.

1 Claim 71 (previously presented): The apparatus of claim 54  
2 further comprising:  
3        8) rendering content of the requested document,  
4        wherein the act of rendering completes rendering  
5 content of the requested document before the act of  
6 submitting submits the request.

1 Claim 72 (previously presented): The apparatus of claim 54  
2 further comprising:

3 8) rendering content of the requested document,  
4 wherein the rendering of content of the requested  
5 document is initiated before the rendering of at least one  
6 of the at least one content-relevant ad received is  
7 initiated.

1 Claim 73 (previously presented): The apparatus of claim 54  
2 further comprising:

3 8) rendering content of the requested document,  
4 wherein the rendering of content of the requested  
5 document is completed before the rendering of at least one  
6 of the at least one content-relevant ad received is  
7 initiated.

1 Claim 74 (original): The apparatus of claim 54 wherein the  
2 submission of a request for at least one content-relevant  
3 ad to the content-relevant ad server occurs before a  
4 request for the requested document.

1 Claim 75 (previously presented): The apparatus of claim 54  
2 wherein the submission of a request for at least one  
3 content-relevant ad to the content-relevant ad server  
4 occurs concurrently with a request for the requested  
5 document.

1 Claim 76 (previously presented): The apparatus of claim 54  
2 further comprising:

3 8) rendering the content of the document in a browser  
4 window,

5        wherein the at least one of the at least one  
6 content-relevant ad received is rendered in the browser  
7 window.

1 Claim 77 (previously presented): The apparatus of claim 54  
2 further comprising:

3        8) rendering the content of the document in a first  
4 part of a browser window,

5        wherein the at least one of the at least one  
6 content-relevant ad received is rendered in a second part  
7 of the browser window, wherein the second part of the  
8 browser window shares no space with the first part of the  
9 browser window.

1 Claim 78 (original): The apparatus of claim 77 wherein the  
2 second part of the browser window is a browser chrome part  
3 of the browser window.

1 Claim 79 (original): The apparatus of claim 77 wherein the  
2 second part of the browser window is a browser toolbar.

1 Claim 80 (previously presented): The apparatus of claim 77  
2 further comprising:

3        9) rendering browser chrome in a third part of the  
4 browser window.

1 Claim 81 (original): The apparatus of claim 80 wherein the  
2 third part of the browser window is arranged between the  
3 first and second parts of the browser window.

- 1 Claim 82 (original): The apparatus of claim 80 wherein the
- 2 second part of the browser window is arranged between the
- 3 first and third parts of the browser window.